

KELP FOOD PROCESSOR EXPANDS INTO NEW MARKETS AND INCREASES SALES

ABOUT BARNACLE SEAFOODS. Barnacle is a start up based in southeast Alaska with four employees. Barnacle captures the essence of southeast Alaska by using locally grown, harvested, and foraged ingredients like kelp to make salsas and pickles.

THE CHALLENGE. After owners, Matt and Lia, were awarded funding for the Path 2 Prosperity Competition through Spruce Root, the company was able to utilize non-federal funds to identify a strategy to grow the business. Alongside Spruce Root and with the assistance of MAKE, part of the MEP National Network™, Barnacle created a marketing strategy for 2017 that would increase sales and tap into new markets.

MEP CENTER'S ROLE. The services received through the MAKE grant have helped prepare Barnacle to grow from a small scale, local food business to a regional food processor that offers products in Alaska, the Pacific Northwest, and beyond.

Through the MAKE and Spruce Root support, Barnacle ran a strategic marketing campaign that increased the number of followers on social media from 761 followers in July 2017 to more than 1,475 followers by January 2018. Barnacle's team members learned how to manage social media and how to use it to boost online sales. An improved website design was also made possible through the MAKE partnership. Additionally, Barnacle has worked with Alaskan artist and designer, Michaela Goade, to revamp labels for a larger and more geographically diverse target market.

"Barnacle has made invaluable progress on increasing their product's quality and marketability. These savings and sales will help prepare Barnacle to scale production for the 2018 harvest and production season when they intend to increase overall production from about 15,000 units to 45,000 units. The social media marketing campaign was targeted throughout Alaska, especially in Anchorage, shortly after Barnacle began wholesaling to about 10 locations. The success of these relationships was bolstered by the marketing campaign and Barnacle saw about \$10,000 in sales through Anchorage wholesale vendors. "

-Matt Kern, Partner

RESULTS



Entered new regional markets



Cost savings of **\$10,000**



Increased/retained sales by **\$7,000**



Improved productivity by **30,000** units

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